

AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (Currently Amended) A computer implemented method of conducting commerce, the method comprising:

receiving a transaction request from a user as text input;

using natural programming language to analyze the text input to build a conversation with the user based on the transaction request;

conducting a transaction with the user based on the text input;

generating a voice-synthesized response in accordance with the transaction through an avatar; and

tracking the transaction by storing the transaction in the database, and

analyzing, statistically, a plurality of tracked transactions made by plural users to produce market research information.

2. (Previously Presented) The method of claim 1 wherein tracking comprises:

searching a database to find related information associated with conducting the transaction.

3. (Original) The method of claim 1 wherein tracking comprises:

generating follow-up messages to send to the user that is based on added information stored in the database.
4. (Previously Presented) The method of claim 3 wherein the follow-up messages with the user are statistically analyzed to generate marketing related information.
5. (Original) The method of claim 3 wherein the transaction is a user request as to order status for an order being tracked in the database.
6. (Previously Presented) The method of claim 1 wherein generating the response comprises:

searching a database for content related to the transaction request ; and

animating the avatar with a voice and facial movements corresponding to content found in the database.
7. (Previously Presented) The method of claim 6 wherein animating comprises generating helpful verbal suggestions for conducting the transaction.
8. (Previously Presented) The method of claim 7 wherein animating comprises processing text input from the user with natural language programming (NLP) techniques to develop and build conversations between the user and the avatar.

9. (Previously Presented) The method of claim 1 wherein receiving the text input is in response to a suggestion generated by the avatar.

10. (Previously Presented) The method of claim 1 wherein the program performs an inquiry for financial information related to the user.

11. (Original) The method of claim 1 wherein the program supports a sales transaction.

12. (Original) The method of claim 1 wherein the program supports a help desk inquiry that involves customer support for a product or service.

13. (Original) The method of claim 1 wherein the program supports a report for customer support to report a malfunctioning product, system, or service.

14. (Original) The method of claim 1 wherein the program calls another program to process an inquiry.

15. (Currently Amended) A computer program product residing on a computer readable medium, for conducting commerce comprises instructions for causing a computer to:

receive a transaction request from a user as text input;

analyze the text input using natural programming language to build conversations with the user based on the transaction request;

~~conducting~~ conduct a transaction with the user based on the text input;

generate a voice-synthesized response in accordance with the transaction through an avatar; ~~and~~

track the transaction by storing the transaction in the database, ~~and~~

analyze, statistically, a plurality of tracked transactions made by plural users to produce market research information.

16. (Previously Presented) The computer program product of claim 15 wherein instructions to track comprise instructions to:

search a database for related information associated with conducting the transaction.

17. (Previously Presented) The computer program product of claim 15 wherein instructions to track comprise instructions to:

generate follow-up messages to send to the use that is based on added information stored in the database.

18. (Currently Amended) The computer program product of claim 17 wherein responses to the follow-up messages are received and the responses are statistically analyzed to generate marketing related information.

19. (Original) The computer program product of claim 15 wherein the transaction is a user request as to order status for an order being tracked in the database.

20. (Previously Presented) The computer program product of claim 15 wherein instructions to generate the response comprise instructions to:

- search a database for content related to the transaction request ; and
- animate the avatar with a voice and facial movements corresponding to content found in the database.

21. (Original) The computer program product of claim 20 wherein instructions to animate comprise instructions to generate verbal suggestions for conducting the transaction.

22. (Previously Presented) The computer program product of claim 20 wherein instructions to animate comprise instructions to use natural language processing to develop and build conversations between the user and the avatar.

23. (Previously Presented) The computer program product of claim 20 wherein the program performs an inquiry for financial information related to the user.

24. (Original) The computer program product of claim 20 wherein the program supports a sales transaction.

25. (Original) The computer program product of claim 20 wherein the program supports a help desk inquiry that involves customer support for a product or service.

26. (Original) The computer program product of claim 20 wherein the program supports a report for customer support to report a malfunctioning product, system, or service.

27. (Original) The computer program product of claim 20 wherein the program calls another program to process an inquiry.

28. (Currently Amended) A system for conducting commerce, the system comprising:
a server computer for;

receiving a transaction request from a user as text input;

analyzing the text input using natural programming language processing to build conversations with the user based on the transaction request;

conducting the transaction with the user based on the text input;

generating a voice-synthesized response in accordance with the transaction through an avatar; ~~and~~

tracking the transaction by storing the transaction in the database, and

analyzing, statistically, a plurality of tracked transactions made by plural users to produce market research information.

29. (Previously Presented) The system of claim 28 further comprising:

a client system for sending the text input to the server, with the client system executing a web browser program.

30. (Currently Amended) The system of claim 28 wherein the server generates follow-up messages to send to the ~~use~~ user that is based on added information stored in the database.

31. (Previously Presented) The system of claim 30 wherein the server receives responses to the follow-up messages and statistically analyzes the responses to generate marketing related information.